## Man's Personality Can Be "Extracted From the Bean."

Sweethearts: Has Your Fiance a Short Head? He Will Not Consider the Future.

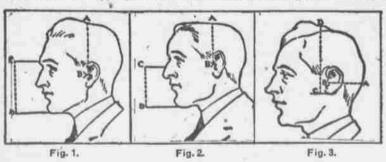
By Marguerite Mooers Marshall

Copyright, 1936, by The Press Publishing Co. (The New York Evening World). RE you a low-brow, a high-brow, a long-headed Mr. Wiseman? Did you know that what's inside your head pretty much depends on the outside of it; that the shape and size of your skull determines whether you believe in the League of Nations or whether you are more

absorbed in getting a place to live by October 1. If you will study the accompanying a practical psychologist of many top of the head, D.

dlagrams, taken from Wilson M. Tay- man with this classification will look diegrams, taken from the far ahead into the future. To deterdelence of Approach," you will learn mine whether a man is long-headed how to "read heads"-your own, your (see Fig. No. 3) we measure in a line griends', your customors'-yes, even straight back from the external audiyour flancee's. Mr. Paylor is a New tory meatus, B, to the back of the Yorker, with offices at No. 25 West head, A, and this distance should be Thirty-Ninth Street, an expert on one-half of the distance from the botsales and employment efficiency and tom of the lobes of the ear, C, to the

years' experience. And he says there "Short heads are short-sighted and are just six kinds of heads in the mindful only of temporary gain. A world, that each type goes with a man that is short-sighted is interested



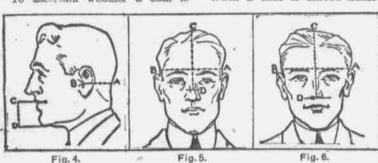
opening of the ear (external auditory upper lip, C. meatus) is the point from which your "The narrow heads are not very tebrain fibres radiate.

special type of mind and character, in what is going to happen to him and that a man's personality can be to-day. When a man is short-headed extracted from the bean, as it were. (see Fig. No. 4) the distance back "Heads," he explains in "The Science from the suditory meatus, B, to the of Approach," "may be classified into back of the head, A, should be the six groups-high, low, long, short, nar- same distance as from the bottom or row, wide. In studying the head, the point of the chin, D, to the top of the

observations must be carried forward. nacious of life, are inclined to be It is the little point in your ear that yielding and mild, easy-going and you can feel by placing your finger in good-natured. They are not inclined the centre, and corresponds to the cen- to be combative or destructive in distre of the brain. If a line be drawn position. The narrow-headed man, if from the opening of one ear directly other classifications point that way, through the head to the opening of will be very cautious. You must also the other it will lack but a fraction watch h m, as he tends to be a bit of an inch of passing through the tricky. In other words, he would common centre from which all the rather go around an obstacle than force his way through.

"When a man is narrow-headed

The Jorr Family



those whose heads are high.

"Low heads are not aspiring. A natures who delight in inflicting low-headed man may be successful."

After training your eye by a study in living up to his ideals, but they are of Mr. Taylor's diagrams, he says you not such lofty ones. Low heads do can size up at a glance any headpiece that comes within your way headpiece.

"Low heads to the world are the ingree qualities, as the compounded as a lollipop, and as the little girls eat the lollipop, and as the little girls eat the lollipop, and as the little girls eat the l

high headed (see Fig. No. 1) you that distance across the eyebrows to asked Mr. Jarr. measure from the external auditory the tips of the ears, which is directly "She's the daughter of Mrs. Pinck- a tall coatless young man whose jean trousers, tucked in boots are held meatus to the top of the head. That across the temples, should be the ney C. Stickleback, wife of J. Stickdistance should be the same length as same as from the top of his head to ney Stickleback, The Complexion distance should be the same longth as same as from the control of the the centre of his nose. If the line King, the man I was telling you BUMPING INTO SCREEN CELEBrector for a preliminary confab about poor man and reared a large and inchin, D, to the eyebrows, C, to be does not come down to the centre, or about who made the fortune by put-

Boy's Diary.

The Bookworm! And here is another pretty plun-

Now, and the latest thrills of fiction. She seems to scorn them as she torns the pages that tell of the coming styles. She is interested in them; lowered with her eternal pile of

troth; they are right. Demure, quiet, deep in her pages, she has yet another purpose. For the bookworm reads other things than



### Wives: If Your Husband Has a High Head, He Movie-Land an Enchanting Romance Land Convertely, 1820, by The Press Publishing Co. (The New York Evening World). T pays to advertise. Everybody does it now. Armour spends a million Of Opportunities and Golden Reward I ing up with a big campaign. The Kais had smaller ads, near the end of

Chance Meeting Reveals a Possible Mary Pickford

It's a Land Where "the Play's the Thing"-And Everybody Plays All the Time.

Where Humble "Cottages" Become Stately Palaces Owned by the Celebrities of the Screen World.

Another of a Series by Mr. Green on Life in "The Heart of Movie-Land"



By Martin Green

(Staff Correspondent of The Evening World.)

1920, by the Press Publishing Company (The New York Scening World.)

LOS ANGELIES, Aug. 10.

N all the world there is no place like Hollywood, Cal. By day it is like an open air masque carnival. Yonder comes Pontius Pilate arm in arm with a cowboy and an Arabian Shiek. Eweeps by a company of painted Indians on horseback. Trooping out of that studio gate across the street, 66 AN you go to the Cheese Hill Country Club with me headed for a cafeteria is a band of pirates, some stripped to the waist, to-morrow?" asked Mrs. knocking off their hellish work for a snack at the noon hour. Young men her hair, "Mrs. Thornleigh Todhunter in evening dress and young women in ball gowns move along in the shade. Beagle is going to give a plazza tea perspiration showing through the make-up on their faces. New England If in honor of Lobelia Stickleback." farmers, Western prospectors, with long whisters and dust on their throng. "Who's Lobelia Stickloback?" bare coats and hats, elbow smartly dressed midinettes carrying gigantic

up by sweaty red suspenders.

that, he is very high-headed (see Fig. No. 5).

"High-headed men are ambitious and aspiring; they reach upward; strain, combative, tenacious of life, to make several more millions out of their lives in and around New Now wonder ship ideals and distinct grasping and selfish. Wide heads, bis 'Two Dollar Vanity Case For York, making a good living through her eyes. She sees herself on the way seems connection with the theatrical to stardom."

The profession Lock of the issue of the similar and the months of the similar and the similar and the similar and the months of the similar and the sim

"Low heads are not aspiring."

In won't go to any such affairs, when the move heads do man may be successful in the move that the organization assembles for the low do you think I can get away, in the move that comes up to his ideals, but they are not such lofty ones. Low heads do the mental and coarser work of the mental and coarser work Jarr. "I'm not going to any plazza wards, his director. Now comes go astray. Its was wilking along tes for Baby Vampires or anyone Hampton De Ruth, director of Sun-Spring Street in Les Angeles one day Whereupon Mrs. Jarr began to shine comedies, his collar wilted, his a month age with one of his directors whimper she got nowhere, and Mr. shirt damp from the effects of super-dresses with long black curis hanging vising one of the twenty-six producre surrendered.

Yearn of the twenty-six productiown her back. Both men were so promptly at 3 P. M. the next tions he will have to turn out this struck by the populty of her race and termoon Mr. Jarr attreed in his next.

ernoon Mr. Jarr, attired in his not-st summer suit, was en route with year.

dress and the style of putting up time just the same!

Romance! You said it, gentle read- It is legal to advertise anything in the Dayton News.

wiews of right and wrong. Men who when well balanced by the high head, "He has a wonderful idea in this accomplish great things and who upaccomplish great things and who upbold lofty ideals to the world are deficient in the higher qualities, as be considerable merit in
the yellow of the similar and the monthe lofty ideals to the world are deficient are make the considerable merit in
the profession. Look at this crowd comthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost every day. Needthe little girl with the startled eyes, key works almost eve The publicity director gloated over the itide girl with the startled eyes, key works almost every day. Needing out of the Fox studio gate and for she is destined to furnish a lot or less to say, he is a paintries western Avenue to the lunch copy for him. However, it is not unpered monkey. A man in tide friend of mine in speaking of some the organization assembles for the might in the movies. In New York ing picture producers. The magnificant of a chorus cent wolf hound which figures as is any continued. "When there is considerable merit in this friend of mine in speaking of some three description. There is considerable merit in this suggestion.

There is considerable merit in this friend of mine in speaking of some three description. There is considerable merit in this constant the interest of the suggestion. The start of the moving the constant in the suggestion of the suggestion. The start of the suggestion of the

bare coats and hats, elbow smartly dressed midinettes carrying gigantic hatboxes. A beautiful lady in ancient Spanish costume passes escorted by a tall coatless young man whom her three targets and hats coatless young man whom her three targets are the top of the distinct three targets and hats, elbow smartly dressed midinettes carrying gigantic hatboxes. A beautiful lady in ancient Spanish costume passes escorted by lar day last month the child, who is destined for fame, popularity, a life Johnny Walker in the city directory, in the public eye and wealth beyond desire, would probably, judging from her station in life, have married a

Advertising won't make the world tories, but never in the advertisego round, but it's what keeps the ments. Hooch never gets into dissextuple presses rotating. Few guys play type except in the hair tonic could ever be heroes if it wasn't for section. You can't even advertise daubs of printer's ink. Gen. Julius formulas for home brew, but there Caesar advertised all his wars, and are ads, for accident insurance,

they're still selling books that he which is the next best thing. wrote about 'em. Alexander adver- But aside from grog there are tised for more worlds to conquer, practically no limits to advertising. and he certainly got quick results. A dame can advertise her shirtwaist Paul Revere advertised the Revolu- with one insertion-provided the intionary War and Longfellow adver- sertion's made of peek-a-boo lace. tised Paul Revere. The guy that said Short skirts are used to advertise the pen was mightier than the sword silk stockings and are sure



THURSDAY, AUGUST 19, 1920

IT PAYS TO ADVERTISE

Paul Revere Advertised the Revolutionary War and Longfellow Advertised Revere: It's Legal to Advertise Anything 'Cept ,

dollars a year advertising that there's no money in the meat business.

Even the Kaiser fell for publicity. He started the war to advertise, open-

the war. He had a couple of lines running for about three months be-

fore the Allies could catch up with 'em. 'The only trouble with Willie's

space campaign was poor judgment. He was advertising himself when he should have featured the help wanted column-and that was his slight.

Booze, but Anyway, Booze Is on Every One's Lips. By Neal R. O'Hara.

mistake. The Kais is now found in the amusement column.

DON'T EVER HIDE YOUR LIGHT UNDER A BUSHEL

department. Ink is mightier than a wren has swell lines she places blood because the more ink you shed 'em in preferred position on the out of your system the better off beach. you feel. The Bible itself warns A frail advertises her teeth with pecks of wicker work.

Poughkeepsie more famous, for going to Canada.

but booze, but anyway, booze is on Yes, bo! It pays to advertise! If every one's lips. You'll find the it didn't, you'd be reading this dope

knew the value of his publicity follow-up campaign by the boys. If

against hiding your light under cight a smile. A baby advertises its hunger with a cry. A souse adver-The get-rich-quick guys advertise tises his past by his nose and his their oil companies and they keep thirst by a prescription. The deon going up. Rockefeller advertises partment store birds aren't the only his gasoline and that keeps on going ones. A man advertises his backup! Nothing is impossible to boom bone with his flat and a woman on paper. California advertises its advertises her backbone with her climate and Portland advertises its filet lace. A guy advertises he's good cement. Advertising has made by going to church and he's bad by

cough drops than Vassar College. Magellan discovered the strait And even when all the world knows and Doc Cook the four-flush, but you, you continue to advertise. Like Doc got more dough because he school girl dress, with her hair down Henry Ford. Ford could still shake advertised. And there's Venus, her back, she does not look to be over up the people without advertising, Who'd pick a dame with no head and twelve, and she can be made to look but does he? He does not! Henry took her her head and seven or eight years old for screen but does he? He does not! Henry two bum arms to be the world's most purposes. In the film she will grow would spend his last jitney on an heautiful frail if she wasn't advertup from seven to eighteen, and about agate line. And even the banks adtised in all the histories? Even Cox all they will have to do to give the impression of the budding from child-vertise—sometimes for missing and Harding are going to advertise! vertise-sometimes for missing and Harding are going to advertiset. is change bank clerks, maybe, but they adver- But we'd like to read Cox's ad, in the Marion Star and Harding's stuff

# BUMPING INTO SCREEN CELEBRITIES IN HOLLYWOOD. In and out of costume and make-up picking a cast. There is a character in this new film which calls for just are people who thought a few years are people who thought a few years out and they have picked her to play out that they have picked her to play the gert, which is one of the lends. No wonder she has a startled low in York, making a good living through her eyes. She sees henself on the way here eyes.

Somehow they take all the "starch" out of you and leave you weak and wears. One would prefer having than a person who is forever neither nor there, now a young woman who had

two sweethcarts. They all went to school together. She tried to keep them both by making each realise that she was not partial to the On occasions when each of the

young men urged her to marry him she would tell him that she cared we much for each that she couldn't make her choice. Now it happened that these two young men were initiated in the

young men were initiated in the same time, the same fraternity at the same time. They saw coinciderable of each other and some how been to compare notes. To make a long story short, this woman nover married at all. She went to regret trying to keep toth young men as she had done.

I know a man who held on to a piece.

is prove to the other neighbor, he find to hav it on the ground that he properly had deteriorated in value people were moving away from

who hold the high places in the "men who can make decisions."

# SUMMER GIRLS OF 1920

Diagnosed From a Dicky-

No. 5.—The Bookworm.

derer of hearts-the girl who reads. On the hotel porch, on the stern deck, or nestled enugly in the greatchair which stands before the open fireplace of the lodge, she sits-and

Beside her are poems by Longfelthat no one will deny. But, after all, is that the reason why she sits there so charmingly, with eyes apparently books? Some say "No." And, in

books. From beneath her lowered No wite looks into the eyes of men and thads in them the spall which she has out. She reads their eyes, their sounds, their hearts.

And she rules their hearts,















Sallie George Is Very Contented